North Bay Marketing Meetup

Getting the Most From Advertising
Today’s Agenda

1. Why Advertise Your Brand
2. Set-up for Success (results)
3. Working with the right partners - Introduce our guests
4. NBC Partnership
5. Latest in Broadcast
6. Success Stories Opportunities
7. Questions
Advertising Your Brand
Reasons to Use Broadcast

Share Your Brand Story
Reach
Competition
New Launch
Expanding Campaign Mix
Support Digital Campaign
Foundation for Success
Getting Results

Landing Page
Tracking phone number
Nurture Strategy
Tracking Offer
KPI’s
The Right Partners
Creative Budgets
Unique Opportunities

Understand Your Goals
Match Product to Results
Tracking and Reporting
Responsive
Transparency
Partnership vs Transaction
Welcome to our friends from NBC!

- John Feeley
- Kelly Shively
Questions?